WHAT IS CLAIMED IS:

Sub A' 7

1. A method for identifying distinct users accessing a web site, the method comprising:

storing one or more records in a database, wherein each record comprises an Internet address and a time value, and wherein each record corresponds to a different computer accessing said web site;

receiving a first request from a first computer to access the web site;

sending a request for information to said first computer, wherein said information comprises a first Internet address and a first time value corresponding to said first computer;

receiving said information;

determining whether a matching record for said first Internet address and said first time value exists in said database; and

identifying said first computer as a distinct user if said matching record does not exist in said database.

2. The method of claim 1, wherein said time value is associated with a user-defined event.

3. The method of claim 2, wherein said user-defined event is a launch of a web browser software on said first computer system.

4. The method of claim 1, wherein said time value is generated by a time keeping device, wherein said time keeping device is configured to synchronize said time value with a global time keeping standard clock.

5. The method of claim 1, wherein said Internet address is an Internet Protocol (IP) address.

Sub A7

6. The method of claim 1, wherein the database is an object oriented database or a relational database.

7. The method of claim 1, further comprising generating and updating a timestamp for each record, wherein said identifying comprises identifying said first computer user as a distinct computer user only if said matching record does not exist in said database and said timestamp for said matching record is older than a predetermined maximum time.

8. The system of claim 1, wherein said first computer is a personal computer, a laptop computer, a notebook computer, an Internet-enabled cellular phone, an Internet-enabled personal digital assistant, or an Internet-enabled television.

9. A system for identifying a distinct computer user accessing a web site, the system comprising:

a client computer system operated by a computer user;

a web site server computer system;

wherein the client computer system is operable to connect with the web site server for gaining access to said web site in response to a request from said computer user; and

wherein the web site server is operable to:

store one or more records in a database, wherein each record comprises an Internet address and a time value, and wherein each record corresponds to a computer user accessing said web site;

receive a first request from a first computer user to access the web site;

send a request for information to said first computer user, wherein said information comprises a first Internet address and a first time value corresponding to said first computer user;

receive said information;

Sub A' 7

determine whether a matching record for said first Internet address and said first time value exists in said database;

identify said first computer user as a distinct computer user if said matching record does not exist in said database.

10. The system of claim 9, further comprising a time keeping device of said web site server computer system, wherein a time value of said time keeping device is synchronized with a global time keeping standard clock.

11. The system of claim 9, wherein said client computer system is one of the following: a personal computer, a laptop computer, a notebook computer, an Internet-enabled cellular phone, an Internet-enabled personal digital assistant, or an Internet-enabled television.

12. A system for identifying a distinct computer user accessing a web site, the system comprising:

a client computer system operated by a computer user; and

a web site server, wherein the web site server is operable to connect with the client computer system for providing web site access to said client computer system in response to a request from said computer user,

wherein the client computer system is operable to:

launch a web browser software;

execute a program to synchronize time;

send a first request to said web site server to access the web site;

receive a request for information from said web site server, wherein said information comprises a first Internet address and a first time value corresponding to said client computer system; and

send said information.

Sub A'7

13. The system of claim 12, wherein said web site server further comprises a time keeping device configured to maintain a time value by synchronizing said time value with a global time keeping standard clock.

14. The system of claim 12, wherein said client computer system comprises a personal computer or a laptop computer or a notebook computer or an Internet-enabled cellular phone or an Internet-enabled personal digital assistant or a web television system.

15. A carrier medium comprising program instructions, wherein the program instructions are executable by a computer system to implement a method of:

storing one or more records in a database, wherein each record comprises an Internet address and a time value, and wherein each record corresponds to a distinct computer access to a web site;

receiving a first request from a first computer to access the web site;

sending a request for information to said first computer, wherein said information comprises a first Internet address and a first time value corresponding to said first computer;

receiving said information;

determining whether a matching record for said first Internet address and said first time value exists in said database;

identifying said first computer as a distinct computer user if said matching record does not exist in said database.

16. A system for identifying a distinct computer user accessing a web site, the system comprising:

a client computer system operated by a computer user;

a web site server computer system;

Sub A' 7

wherein the client computer system is operable to connect with the web site server for gaining access to said web site in response to a request from said computer user; and

wherein the web site server is operable to:

store one or more identifiers, wherein each identifier corresponds to a computer user accessing said web site, wherein said each identifier comprises an Internet address and a time value;

receive a request from a first computer user to access the web site, wherein said request comprises a first identifier corresponding to said first computer user accessing said web site;

search for an identifier matching said first identifier among said one or more stored identifiers;

identify said first unique identifier as a distinct computer user if said searching for said first unique identifier did not result in a match.

17. The system of claim 16, further comprising a time keeping device of said web site server computer system, wherein a time value of said time keeping device is synchronized with a global time keeping standard clock.

18. The system of claim 16, wherein said client computer system comprises a personal computer or a laptop computer or a notebook computer or an Internet-enabled cellular phone or an Internet-enabled personal digital assistant or a web television system.

19. A carrier medium comprising program instructions, wherein the program instructions are executable by a computer system to implement a method of:

storing one or more identifiers, wherein each identifier corresponds to a computer user accessing a web site, wherein said each identifier comprises an Internet address and a time value;

Sub A'7

receiving a request from a first computer user to access the web site, wherein said request comprises a first identifier corresponding to said first computer user accessing said web site;

searching for an identifier matching said first identifier among said one or more stored identifiers;

identifying said first unique identifier as a distinct computer user if said searching for said first unique identifier did not result in a match.

20. A method for identifying a distinct computer user accessing a web site, the method comprising:

receiving a request from a first computer user to access the web site, wherein said request comprises an Internet address and a time value corresponding to said first computer user accessing said web site;

determining whether the first computer user is a distinct user by:

comparing said time value and said Internet address with a database of time value information and Internet address information compiled from previous web site accesses.

21. The method of claim 20, wherein said time value is associated with an event defined by said computer user.

22. The method of claim 21, wherein said event is a launch of a web browser software on a computer operable by said computer user.

23. The method of claim 20, wherein said time value is generated by a time keeping device, wherein said time value is synchronized with a global time keeping standard clock by said time keeping device.

Sub A' 7

24. The method of claim 20, wherein said Internet address is an Internet Protocol (IP) address.

25. The method of claim 20, wherein the database is an object oriented database or a relational database.

26. A system for identifying a distinct computer user accessing a web site, the system comprising:

a client computer system operated by a computer user;

a web site server computer system;

wherein the client computer system is operable to connect with the web site server for gaining access to said web site in response to a request from said computer user; and

wherein the web site server is operable to:

receive a request from a first computer user to access the web site, wherein said request comprises an Internet address and a time value corresponding to said first computer user accessing said web site;

determine whether the first computer user is a distinct user by:

compare said time value and said Internet address with a database of time value information and Internet address information compiled from previous web site accesses.

27. The system of claim 26, further comprising a time keeping device of said web site server computer system, wherein a time value of said time keeping device is synchronized with a global time keeping standard clock.

28. The system of claim 26, wherein said client computer system comprises a personal computer, a laptop computer, a notebook computer, an Internet-enabled cellular phone, an Internet-enabled personal digital assistant, or a web television system.

Sub A' 7

29. A carrier medium comprising program instructions, wherein the program instructions are executable by a computer system to implement a method of:

receiving a request from a first computer user to access a web site, wherein said request comprises an Internet address and a time value corresponding to said first computer user accessing said web site;

determining whether the first computer user is a distinct user by:

comparing said time value and said Internet address with a database of time value information and Internet address information compiled from previous web site accesses.

30. A method for counting web hits at a web site, the method comprising:

receiving a request from a computer user to access the web site, wherein said request comprises an Internet address and a time value corresponding to said computer user accessing said web site;

determining whether the computer user is counted as a web hit by:

comparing said time value and said Internet address with a database of time value information and Internet address information stored from previous web site accesses.

31. The method of claim 30, wherein said time value is associated with the launch of a web browser software on a computer operable by said computer user.

32. The method of claim 30, wherein said time value is generated by a time keeping device, wherein said time value is synchronized with a global time keeping standard clock by said time keeping device.

33. The method of claim 37, wherein said Internet address is an Internet Protocol (IP) address.

Sub A' 7

34. A system for counting unique hits on a web site, the system comprising:

a client computer system operated by a computer user;

a web site server computer system;

wherein the client computer system is operable to connect with the web site server for gaining access to said web site in response to a request from said computer user; and

wherein the web site server is operable to:

receive a request from a computer user to access the web site, wherein said request comprises an Internet address and a time value corresponding to said computer user accessing said web site;

determine whether the computer user is counted as a unique hit by:

compare said time value and said Internet address with a database of time value information and Internet address information stored from previous web site accesses.

35. The system of claim 34, further comprising:

a time keeping device of said web site server computer system, wherein a time value of said time keeping device is synchronized with a global time keeping standard clock.

36. The system of claim 34, wherein said client computer system comprises a personal computer, a laptop computer, a notebook computer, an Internet-enabled cellular phone, an Internet-enabled personal digital assistant, or a web television system.

37. A carrier medium comprising program instructions, wherein the program instructions are executable by a computer system to implement a method of:

Sub A' 7

receiving a request from a computer user to access a web site, wherein said request comprises an Internet address and a time value corresponding to said computer user accessing said web site;

determining whether the computer user is counted as a web hit by:

comparing said time value and said Internet address with a database of time value information and Internet address information stored from previous web site accesses.